

What is Claimed is:

1. A method for providing a permanent, semi-permanent or demi-permanent colour change to human or animal hair wherein the method comprises the steps of (a) applying to hair a hair colour altering composition, (b) leaving the hair colour altering composition on the hair for from about 0.5 to about 15 minutes and then (c) optionally rinsing the hair colour altering composition from the hair, wherein steps (a) and (b) and (c) are repeated from about once a month to about 3 times a day.
2. A method according to Claim 1 wherein steps (a), (b) and c are repeated at least 4 times in total.
3. A method according to Claim 1 wherein the hair colour altering composition comprises less than about 5% by weight of surfactant.
4. A method according to Claim 1 wherein the hair colour altering composition comprises less than about 5% by weight of anionic surfactant.
5. A method according to Claim 1 wherein the hair colour altering composition has a pH of from about 2 to about 13.
6. A method according to Claim 1 wherein the hair colour altering composition is left on the hair for from about 0.5 to about 5 minutes.
7. A method according to Claim 1 wherein the hair colour altering composition is left on the hair for from about 1 minute to about 5 minutes.
8. A method according to Claim 1 to 7 wherein steps (a), (b) and (c) are repeated from about once a week to about 7 times a week.
9. A method according to Claim 1 wherein steps (a), (b) and (c) are repeated from about 2 times to about 4 times per week.

10. A method according to Claim 1 wherein the hair colour altering composition is applied to wet hair.
11. A method according to Claim 1 wherein the hair colour altering composition is rinsed from the hair after step (b).
12. A method according to Claim 1 wherein the hair colour altering composition provides a permanent colour change to the hair.
13. A method according to Claim 1 wherein the hair colour altering composition comprises an oxidative hair colouring agent.
14. A method according to Claim 1 wherein the hair colour altering composition comprises a hair conditioning agent.
15. A method according to Claim 1 wherein the hair colour altering composition comprises an oxidising agent.
16. A method according to Claim 1 wherein the method additionally comprises the step of shampooing the hair immediately before step (a).
17. A method according to Claim 1 wherein the method can be used in the shower.
18. A hair colour altering kit comprising (a) a hair colour altering composition and (b) a set of instructions for using said hair colour altering composition according to the method of Claim 1.
19. A method of altering the colour of the hair comprising applying to the hair a hair colour altering composition, such that when the composition is used in the Multiple Application Delta E Technical Test Method as described hereinabove the composition gives a value of Delta E which is the same as or more than the value of delta E when the composition is applied to the hair in a single application as described in the Single Application Delta E Technical Test Method as described hereinabove.

20. A method according to Claim 19 wherein the composition gives an Average Combing Index Value of greater than 1.1 when the composition is used in the Combing Technical Test Method described hereinabove.
21. A method according to Claim 19 wherein the composition gives a Combing Index Value after 1 cycle of greater than 1.1 and a Combing Index Value after 6 cycles of greater than 1.1 as measured by the Combing Technical Test Method described hereinabove.
22. A method according to Claim 19 wherein the composition provides a Combing Index Value after 6 cycles as measured by the Combing Value Technical Test Method which is the same as or more than the Combing Index Value given when the composition is applied to the hair in a single application and left on the hair for 30 minutes.
23. A kit according to Claim 18 additionally comprising an initial colouring composition suitable for providing an initial colour to hair, wherein the colour provided by the hair colour altering composition (a) is substantially the same shade as the initial colouring composition.